"AN ANALYTICAL STUDY OF MARKETING STRATEGY OF THUMS UP COLD DRINK COMPANY IN MARATHWADA REGION" (WITH SPECIAL REFERENCE TO NANDED DISTRICT)

- Synopsis -

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- SUBMITTED TO -

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I) INTRODUCTION :-

India with a population of more than 100 Crores in potentially one of the largest consumer markets in the world. With urbanization and development of economy tastes and interests of the people changes according the advance nation. Likewise that their trends, living style also changes in product choosing also a kind of sense which nowadays such a knowledgeable people becoming aware of that activities more of that they also giving suggestion about to making how attractive a product should be according to that companies Endeavour to provide like that. Our country has enormous marketing activities.

Marketing is about winning this new environment. It is about understanding what consumers want and supplying it more conveniently marketing deals with identifying and meeting human needs and social needs one of the shortest definition of marketing is "Meeting needs profitably". The consumer market may be identified as the market for product and services that purchased by individuals as household for their personal consumption. Companies always in a way to provide that kind of a product from which they would earn return in the form of profit and image that is very needed for each

and every company present now pointing to a marketing and their strategy.

II) IMPORTANCE OF THE STUDY :-

It is important factor that creates and generates revenue for the company. An integrated marketing mix give an idea to reach towards a potential customer to a company moreover company has to know at in which particular situation which one mix will be more beneficial and how to make them better as compare to previous one. They should analyze what are the current preferences of customer so that it gives an idea to know their targeted customers. Products can be mould into different shapes and structure as per customers demands that must be fulfilled otherwise whatever strategy companies made that dispel on the circumstances. In India non durables goods which consumed at once by the customers largely selling. One of those is cold drinks this products very speedly access towards their customers in cold drinks mostly 'Thumps Up' going in a market that of rest of the brands.

Its inception in our Indian market in the year 1977 and later year their competitors were also coming due that people vision towards that product as usual as their introduction in Indian market it had made tremendous progress of companies to give them unexpected advantage. It captured near of 42% of market share of fastly consumable food segment. Its suspense is that strong customer knowledge, perfect understanding of Indian environment, based of knowledge of marketing mix, demonstrated in so many

countries, brand equity attached to it, huge respondents in the form of consumers all over the world etc these all are connected to it that's why where was nothing any question arise on it. This company was adopted such a successful strategy that become today's favorable product amongst too many customers.

III) SCOPE OF THE STUDY :-

Marketing strategy logically a kind of business unit hopes to create customer value and achieve profitable customer relationships. Strategy plans defines the overall companies mission and objectives. The companies decide which customers it will serve (segmenting) and how differentiate and positioning. Guided by marketing strategy the company designs an integrated marketing mix made up of factors under its control. This principle adopting by the cold drinks companies to reach out their products near to the customers, in between what type of mix they are using and with this blended mix will perform according to their way. Once the strategy followed as there of then it definitely a real one become from 'Thumps Up' is running in the market. If they want sale their product throughout the country then first he should know strength of the consumers, income, distribution channels etc. To find out best marketing strategy and mix of 'Thumps Up' Cold Drinks Company engage in marketing analysis, planning, implementation and control.

Before coming into the Indian market, Thumps Up was independent brand. Now also has an independent brand value. In 1977 Thumps Up came in Indian market and in beginning it did not

made any surprised impact on the cold drink market but it later year it earned 45% of market share and became a favorite in cold drinks segment of the customers. In Maharashtra Thumps Up is one of the brand which effect on the cola market and their potential customers only demand this product. Thumps up expulsed from Coca Cola and became a brand of Coca Cola and then after only these product making ruled on the market of cola.

IV) PROSPECTS OF THE STUDY :-

As of February 2012, Thumps Up is one of the leading brand in a segment of cola market. Most of the time this brand came across for making compete with other ruling brands, but Thumps Up at last became sustained in the cola market. Whatever tactics adopted by one brand same to same copied by them with this company with this Thumps Up become one of the biggest globalized product which acquired cola market on world wide. Thumps Up provides direct and indirect employment to person in supplying raw materials, packing material, distribution vehicles, glass bottles, plastic crates, displays racks etc. and to small artisans painting and small traders in market places activities.

Thumps Up cola market business in India specially in Maharashtra more of that in Marathwada, the above segment of peoples are getting employment as per above statement with backward linkages with farmers or in service industries, being highly distribution oriented. Thumps Up has some over about 1000 trucks (direct operation) 8000 three wheeler distributors and at least 1000

push carts, serving over half a million outlets in India and their states. By the year 2012 the number of outlets to be served is expected to be doubled.

Atul Singh, CEO of Coca Cola India, elected Chairman. Currently Thumps Up cola market captured market share around 46 to 41% going. In future this brand will become a dominating brand as compare to others. Future prospect is too much better as of later year.

V) OBJECTIVES OF THE STUDY :-

1. To know the strategy adopted by the Thumps Up cold drink company for marketing strategy of their product in the market.

2. To know its growth position of business financially and along with what kind of future target set for achieving.

3. To analyze the seasonal changes affect on sale and what strategy of marketing of Thumps Up cold drink in such kind conditions.

4. To know its channels of distribution and whose their channel members are there.

5. To know its promotional strategy of the company which methods of marketing promotional adopted by them.

VI) HYPOTHESIS :-

1. Thumps Up cold drink company is earning much revenue due to their high turnover.

2. Young generation is becoming habituated towards cold drinks products.

3. Cold drink products are harmful to the health of the people.

4. Young generation is easily attracted towards the marketing strategies of Thumps Up cold drink company.

VII) LIMITATIONS OF THE STUDY :-

This study will be limited to geographical area of Nanded District. It will be highlighted to the ultimate users (Consumers mainly young generation) in Nanded District.

VIII) RESEARCH METHODOLOGY :-

Data are the base for each research, without data any research can not be started. Data for proposed research will be collected from primary & secondary sources. Personal interview, Questionnaire and Observation methods will be used for collecting the primary data.

Various reference books, published records of government offices will be used for secondary data. Collected data will be tabulated and analyzed by using various statistical tools like co-

relation, factor tests like t, z, f tests etc. Whenever, necessary Graphs & Charts will be used for presentation of data.

IX) CHAPTER PLAN :-

1. Introduction.
2. Review of Literature.
3. Profile of Nanded District.
4. Thumps Up cold drink Company in Marathwada Region.
5. Analysis and interpretation of cold drinks companies.
6. Conclusion and suggestion.
7. Appendices
   - i) Bibliography
   - ii) Annexure

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